

# CHELSEY PLUMB

## CONTENT, E-COMMERCE & DIGITAL STRATEGIST

401-556-7113 | 70 HIGH STREET WARREN, MA 01083 | CHELSP12@MSN.COM

### PROFESSIONAL SUMMARY

Accomplished content & digital strategist with a proven track record of successful projects from concept through completion. A results-oriented, self-starter recognized for innovative digital strategies and tactics, focused on driving conversion, ROI, customer acquisition and retention. A creative problem solver, that brings a unique blend of art and science to the digital space.

### ACHIEVEMENTS

- Launched successful tests and optimizations, that contributed to an increase in overall site conversion rate.
- Launched direct mail and email triggered program that generated an incremental millions of dollars in revenue.
- Launched an editorial section on Sperry.com, that generated \$3 million dollars in revenue.

### SPECIALTIES & SKILLS

- Content Strategy
- E-mail Marketing
- CRM
- Mobile
- Direct Mail
- Online Merchandising
- Integrated Marketing
- Campaign Analysis
- eCommerce Strategy
- Project Management
- Website Management
- Product Storytelling
- Site Testing & Optimization
- Site Experience
- Affiliate Marketing

### EDUCATION

#### Lasell College

Master of Science in Communications, 2015

Bachelor of Science in Fashion Merchandising, 2014

Online Teaching & Learning Certification, 2018

#### University of Washburn

Lean Six Sigma Certified (Yellow Belt), 2017

### EMPLOYMENT BACKGROUND

#### Sr. Content Strategy Manager, Sperry

*Wolverine Worldwide, Inc. | Feb 2016 - Present*

- Oversaw integrated global editorial content strategy, site experience, CRO testing for Sperry.com.
- Managed direct mail, email, footwear customization program.
- Led the launch of the boot customization program from concept to completion; partnered with product development, sourcing, IT, factory, and third party vendors to bring experience to life.
- Crafted business cases for Sperry.com eCommerce roadmap to drive enhancements & incremental growth.
- Drove website redesign process with creative and technical teams, and managed the planning, development and testing of new services and functional enhancements.
- Managed front-end, back-end web development, and web design priorities and backlog.

#### Adjunct Professor, School of Fashion & Business

*Lasell College | January 2018 - Present*

- Developed curriculum for a eCommerce certificate program, and a digital marketing course for the graduate and professional studies program.
- Taught undergraduate courses - Business of Fashion & Retail Business Operations.
- Taught graduate courses - Digital Marketing & Strategic Marketing.
- Earned certification to teach online and hybrid courses at the college.
- Served as advisory board member for the Fashion Department curriculum.
- Mentored students and provided guidance on internship applications & placement.

#### eCommerce Marketing Specialist, Sperry

*Wolverine Worldwide, Inc. | November 2013 - January 2016*

- Managed email and affiliate marketing programs, drove weekly double digit growth YOY, decreased customer attrition, and increased customer net gain through CRM efforts.
- Oversaw all digital creative projects from project kickoff to go-live, and managed digital project priorities for creative and development teams.
- Forecasted Sperry.com digital marketing channels, and tracked fiscal performance against revenue growth targets; leveraged findings to optimize future campaigns.
- Managed relationship between eCommerce and stores, responsible for marketing channel alignment.

#### Acting Site Merchandiser, Sperry + Saucony

*Wolverine Worldwide, Inc. | June 2015 - October 2015*

- Determined and executed site taxonomy and style categorization to facilitate product browsing and conversion.
- Managed two direct reports, a merchandising specialist and a merchandising associate.
- Recommended and executed seasonal promotional plans to maximize revenue and achieve gross margin targets.
- Managed product liquidation lifecycle and associated markdown cadence.